



For Immediate Release

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Tempe celebrates its Hispanic Heritage with the Tenth Annual Tempe Tardeada

TEMPE, Ariz. – The City of Tempe invites the public to attend the **Tenth Annual Tempe Tardeada Festival from noon to 8 p.m. on Sunday, October 12**, to celebrate and recognize Tempe's Hispanic roots. What is a Tardeada? It's a vibrant afternoon festival and social dance celebrating Tempe's Hispanic culture and community history. The Tempe Tardeada will take place at the Tempe Community Complex, 3500 S. Rural Road, located on the southwest corner of Southern Ave. and Rural Road.

In conjunction with **National Hispanic Heritage Month**, the festival's goal is to offer an opportunity to celebrate and experience the legacy of Tempe's Hispanic culture through entertainment, music, dance, art, food and exhibits. The entertainment stage will feature Latin music ranging from traditional mariachi and boleros, to salsa and Latin dance music. Performers set to appear include **Power Drive, Mariachi "Los Changuitos Feos", and New Frequency Band**.

Dance will highlight the event with performances by **Folklor y Cultura Mexicana, Zumba, the ASU Latin Show Team Club and the Arizona State University Spirit Squad**. In addition, the **Frank School 4th and 5th Grade Choir, accompanied by Alicia M. Blanca** will perform **"God Bless America."**

Free activities for children will include colorful crafts celebrating the Hispanic heritage, face painting, balloon animals, inflatables an obstacle course, and The Game Truck. In addition, the Tardeada Coloring Contest, sponsored by the Tempe Officers Association and the Service Employees International Union will showcase their winners, and the Sixth Annual Tempe Tardeada Scholarship, sponsored by the United Phoenix Firefighters – Tempe Chapter, will be awarded to two local high school students.

Another popular attraction at the event is The **Tempe Historical Museum's** exhibit of the Hispanic Family History Albums Project.

Food vendors will have a variety of delicious Mexican foods at family-friendly prices in a shaded, air-conditioned food court. In addition, a tortilla-making demonstration will be offered, with free recipe cards available.

For more information about the Tempe Tardeada, call 480/350-8979 or visit the website at www.tempe.gov/tardeada. For Spanish call 480/350-5515 and for TDD call 480/350-5050.